The Daily Gazetteer.

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Friday, October 12. 1739.

Some Reflections on TRADE and TRADESMEN.

IN a Nation immediately dependent upon its Commerce, which principally depends upon the Preſervation of a Spirit of Induſtry among the whole People, nothing can be of more general good Tendency, than diligently to mark out whatever threatens a Diſregard of Buſineſs in Tradeſmen, and an Impatience of Labour among the various Branches of uſeful Artificers.

Experience has long taught us, that as in the Number of Inhabitants the Riches of a Kingdom doth principally conſiſt, it is from their Induſtry only the Publick Advantage can reſult; for where that is wanting, the Increaſe of a People, inſtead of being a Bleſſing, muſt be a Burden only, which will be principally borne by the Diligent and Induſtrious; whereby thoſe who merit moſt of the Publick, will be the only Sufferers by the Increaſe of *Social Caterpillars*, in which Light all may, with great Propriety be conſidered who by their own Indolence throw themſelves, as ſo many dead Weights, upon the Body Politick: Which Conſideration is enough to vindicate any Attempt to point out the particular Inſtances from whence Danger in this Reſpect may moſt probably be expected.

The *Prevalence of Luxury* has for ſome Years given great Concern to every thinking Man throughout the Kingdom; and tho' its melancholy Effects amongſt moſt of the *old genteel Families* thro' the Nation, are, on many Accounts, greatly to be deplored; yet its Appearance among our *great Traders*, and even in our *Shops*, yields a Proſpect from whence the worſt of Conſequences may be apprehended; Application and Induſtry being the only Means by which Succeſs in Commerce, and Wealth and Reputation in Trade can be rationally expected; for where theſe are wanting, the Profits obtain'd in Buſineſs of any Kind can only be the Effect of Chance, upon which no Man can with Safety depend; every Day furniſhing Inſtances of Men who have had Buſineſs ſufficient to ſupport themſelves and their Families, in Expences equal to Gentlemen of conſiderable Eſtates, being reduced to the Want even of common Neceſſaries:—— And the Diſtreſſes of ſuch Men are the more fatal, as they generally affect many beſides themſelves, and frequently thoſe who depend only upon their Induſtry for Subſiſtence; who are involved in Ruin unexpected and undeſerved.—— Whereas by the Extravagance of a Man of Fortune, the Miſchief is chiefly confined to his own Family, and ſometimes the good Oeconomy of a Son has been known, in a great Meaſure, to retrieve the Father's Extravagance; while the Subſtance loſt by the Failure of a Tradeſman is generally found abſolutely irretrievable.

Hence appears the Aggravation of a Man's Guilt, who from a ſupine Dependance upon the Buſineſs he at preſent enjoys, or, perhaps, only promiſes himſelf; from Indolence in not properly purſuing what he really has, or from a Neglect of exact Calculations, and a due Conformity of his Expences to his net Profits, ruſhes himſelf into Ruin, and impoveriſhes others by the ſame Means he finds himſelf undone.—— A Reflection of dreadful Weight to a thinking Breaſt!

Wherefore it may, with the greateſt Truth be aſſerted, that the Hazard and Incertainty of Trade in general, renders the continual Attention of all Men engaged in it, indiſpenſable: And thoſe who are concerned in the moſt extenſive Branches of Commerce have as much Occaſion to inſpect, very frequently, the Conduct of the Perſons entruſted under them, as Men of ſmaller Dealings have to execute their own; for the Plea, too frequently uſed, of being ruined by the Idleneſs and Diſhoneſty of Servants, tho' it may be ſometimes true, doth never redound to the Reputation of the Maſter, whoſe Inſpection, in moſt Caſes, is ſufficient to prevent any great Suffering from thoſe immediately under his Direction.—And upon the moſt Critical Inquiry into the the Cauſes of Tradeſmen's running beyond their Incomes, I believe the Diſtreſſes of few would be found to have been brought upon them by their Servants; who ſeldom particularly know their Maſter's Subſtance, and can never be ſuppoſed to influence their Expences, however careful or negligent they may be in promoting the Encreaſe of their Caſh: For tho' a Man's Profits from Trade may poſſibly be known by his Clerk, his whole Annual Charge can only be known to himſelf. And as he can ſcarcely, in any Situation, be vindicated in ſpending more than he clears by his Buſineſs, it may be ſaid, with little Room for an Exception, That every Man who diſcharges his Duty to himſelf and to the Publick, muſt know what he can afford to expend; if he exceeds that, he is certainly bringing Deſtruction upon himſelf and Family, and many more; if he has Prudence enough to live within it, his Savings, in a ſhort Time, will be an ample Reward for his Frugality; and the Satisfaction he will have to find himſelf advancing in Fortune; and, as is generally ſeen amongſt People of Rank as well as in the trading World, the Increaſe of his Fortune will be ſure to be attended by a proportionable Increaſe of Credit and Eſteem among all who know him, which agreeably ſooths a Vanity few Men are without.—— Whereas when Men fall into what all are fond of calling *Misfortunes*, (though they rarely deſerve that Name) the withdrawing of the Regard, Confidence, and Familiarity of thoſe they eſteem'd their beſt Friends, is ſometimes found more inſupportable than all their other Sufferings: Becauſe the good Opinion every Man is apt to entertain of himſelf, commonly prevents his ſeeing diſtinctly any real Cauſe for the Coolneſs of his moſt intimate Friends, which to him will appear irreconcileable with the Sentiments he entertain'd of them; which other Men will be able to account for without any Prejudice to their Characters; by conſidering, that as the Friendſhip and Regard of the Men whoſe Indifference gives him moſt Concern, were firſt drawn by an Opinion of his Wiſdom, good Conduct, &c. as ſoon as they ſee Cauſe for believing their Judgment miſtaken, the Foundation of their Intimacy is removed, and the Appearances of it, with Men of Candour, will naturally ceaſe.—— This, in moſt Inſtances is the Caſe; for though ſometimes a perſonal Affection may ſurmount theſe Objections, ſuch Examples ſo rarely happen, that they ought never to be expected: Merit being the only proper Recommendation to Friendſhip in Diſtreſs, and the moſt rational Cauſe that can be aſſign'd for the Continuance of kind Offices.

I will not here attempt to enumerate the particular Cauſes of the frequent Bankruptcies which occur amongſt Tradeſmen in general; but think it no difficult Matter to point out the moſt uſual Cauſes to which they are owing, eſpecially in and about this Metropolis.

That the younger Sons of genteel Families are placed in ſeveral Branches of Commerce, and in ſome other Parts of Buſineſs, is an Advantage to the whole Community; and the more that Practice prevail's among us, the more the Trade and Commerce of *Great Britain* will certainly increaſe. But then, becauſe the Wiſdom of Parents frequently makes young Gentlemen, Tradeſmen; nothing can be more fatal to Trade, and ridiculous in the Sight of prudent Men, than for every Tradeſman to aim at being a Gentleman; and ſo contrary is this Folly to the Practice of our Forefathers, and the Prudent of our own Time, that none are more careful to preſerve the neceſſary Diſtinction between Men depending ſolely on their Fortunes for Support, and thoſe who are engag'd in Trade, than ſome Men of the beſt Families of the Nation, who have been Ornaments to the City of *London*, and of extraordinary Advantage to their own Families; while thoſe who, from a Vanity of their Birth, behave in a Manner that declares their Minds above their Employments, ſeldom meet with the Encouragement neceſſary to extend their Dealings enough to produce them any conſiderable Benefit: For whatever Ideas Men may form to themſelves of entering the trading World as Gentlemen, it rarely happens ſuch as do are enabled long to ſupport either the one Character or the other.—— But the worſt of all Evils attending this is, the Spirit of Imitation ſo prevalent among the young Tradeſmen of almoſt every Denomination, which drives them to the aping Men of Eſtates, without any Regard to their Abilities, or to the natural Inconſiſtence of ſuch Attempts with the Nature of their ſeveral Employments: For inſtead of anſwering the Purpoſes for which theſe Refinements in Tradeſmen are intended, it is obvious, that they produce, every where, the direct contrary Effects; there not being a Character more eſteem'd throughout the whole Nation, by all Men of Wiſdom and Experience, than that of an ingenious, diſcreet, and prudent Man of Buſineſs: While nothing more certainly excites the Laughter of all, and provokes the Ridicule of the Polite, than a Tradeſman diſguiſed in the Maſquerade Habit of a Fine Gentleman; or, which is yet much worſe, in the unnatural Character of a modern Beau!—— Theſe Practices are attended with Effects no way conducive to the Increaſe and Reputation of Trade in general, and too frequently precede the Ruin of thoſe who are weak enough to fall into them:—— But the farther Conſideration of this I muſt defer to another Opportunity, when I purpoſe more particularly to enquire into the moſt common Cauſes of what is called the *Want of Succeſs* in Buſineſs.

ALG. SIDNEY.

Vienna, Sept. 22. O. S.

THE Court has caus'd it to be publiſhed in the German and Italian Gazettes of this Day, that on the 13th it ſent Orders to the Count de Wallis to reſign the Command of the Army to the Veld Marſhal Baron de Seher, and then to repair to Ziget, there to perform Quarantain and to remain Priſoner till otherwiſe diſpos'd of: And that on the 15th the like Order was ſent to Count Neuperg to repair to a Farm between Orſich and Raab, there to perform Quarantain in like manner, and to continue in Arreſt till otherwiſe diſpos'd of by the Court. We might well be ſurpriſ'd to hear by the laſt Letters from Hungary, that thoſe two Generals had been ſo precipitant in concluding the definitive Treaty, that they actually ſign'd it on the 7th Inſtant, that is to ſay, 3 Days before the Baron de Dalman's Arrival at Semlin, who was ſent by the Court with the Character of Miniſter Plenipotentiary to aſſiſt at the Conferences for the definitive Treaty. As for the Peace with Ruſſia which was ſign'd the ſame Day, we are glad to hear that it is for the Advantage of that Power, conſidering that it is to remain in Poſſeſſion of the Fortreſs of Aſoph, which is a Place the Turks thought of ſo much Importance that in 1711, when they might have taken the whole Ruſſian Army Priſoners, together with the Czar Peter I, who commanded it in Perſon, they only deſir'd this Place as a Purchaſe for the Liberty of that Monarch and his numerous Hoſt.

The Letters from Belgrade obſerve, that as they had natural Earthquakes there laſt Year, they have now artificial ones, occaſion'd by the blowing up of the Mines under the Works and Rocks, to render the Places for ever unfit for any other Mines or Works there hereafter.

HOME PORTS.

Deal, Oct. 10. Wind N. E. Laſt Night about Nine o'Clock came down and ſailed thro', the Mary, Macdaniel, for Boſton. Remain the Ships as in my laſt. Arrived the Hudſon's Bay, Middleton, from Hudſon's Bay; and the London, Pipon, from Barbados. 'This laſt left the Bladen, Pipon, from 'Antigua, Two Days ago under Dungeneſs.'

Graveſend, Oct. 10. Paſſed by the Providence, Neilſon, from Norway; the Judith, Holland, from Barbados; the Black Prince, Sibſon, from Virginia; the Shirley, Thompſon, from Jamaica; and the Dolphin, Smith, from Virginia.

Arrived

At Briſtol, the Dragon, Thompſon, from Jamaica.

LONDON

The Ann Pink, of and for Briſtol, was lately taken by the Spaniards in the Bay of Honduras, and carried into the Havanna.

Yeſterday being the Anniverſary of his Majeſty's Coronation, the ſame was uſher'd in with Ringing of Bells; at Noon his Majeſty receiv'd the Compliments of the Nobility, Foreign Miniſters, and other Perſons of Diſtinction on that Occaſion, at the Royal Palace

at

at Kenſington; at One o'Clock the Park and Tower Guns were fired; and the Evening concluded with Bonfires, Illuminations, and other publick Demonſtrations of Joy and Loyalty throughout the Cities of London and Weſtminſter.

Laſt Week Sir Thomas Rotchley of Rotchley-hall in the County of Stafford, Bart. was married to the Hon. Miſs Mary Gower, Daughter of the Right Hon. the Lord Gower.

High Water this Day at London Bridge.	Morning	Evening
	06 20	06 44

Bank Stock 139 1-half. India 154. South Sea 93 1-half Old Annuity 109. New ditto 107. Three per Cent. 98. Seven per Cent. Loan 109 1-half. Five per Cent. ditto 93 3-4ths. Royal Aſſurance 90 1-half. London Aſſurance 11 3-8ths. African 13 1-half. India Bonds 2 l. 17 s. Premium. South Sea ditto 18 s. Prem. Bank Circulation 2 l. Prem. Sale Tallies 1-half to 1 1-half Prem. Engliſh Copper 2 l. 8 s. Welſh ditto 15 s. Three 1-half per Cent. Exchequer Orders 99 1-half. Three per Cent. ditto 94 1-4th. Million Bank 114. Equivalent 112 1 8th. Lottery Tickets 5 l. 7 s. 6 d.

WHereas GEORGE CLAY, of Lynn in the County of Norfolk, hath for ſome time paſt been miſſing from his Wife and Family, and having at his Departure taken with him 6 Bank Bills, dated 31ſt Auguſt laſt, payable to himſelf, or Order, at 7 Days after Sight, Value 400 l. as follows; No. 4075, 100 l. 4076, 100 l. 4077, 50 l. 4078, 50 l. 4079, 50 l. 4080, 50 l. Concerning which this Publick Notice is given, to prevent his negociating the ſame; a Commiſſion of Bankruptcy having been taken out againſt the ſaid George Clay, advertized in the Gazette of the 6th Inſtant. Now whoever will give Notice of the ſaid George Clay, ſo as the Notes above-mentioned, or any Part thereof, may be recovered by the Aſſignees to the ſaid Commiſſion, ſhall receive as a Reward Five per Cent. upon the Value ſo recovered, from Mr. John Bonett of Lynn.

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The Doctor not only obtained his Majeſty's Letters Patent for the ſole Vending of this moſt Excellent Medicine; but alſo a Clauſe in a late Act of Parliament, exempting this Medicine from the Inſpection of the Cenſors of the College of Phyſicians, to which all other Medicines are liable.

N. B. Some of the Apothecaries prepare a Styptick from a Preſcription of Helvetius, and uſe it in the Room of Dr. EATON's; but whoever tries both, will ſoon be perſuaded that Our's exceeds their's in all Reſpects, in a moſt eminent Degree.

Sold, by Licence, at Garraway's Old Shop, Practical Sworn at the Royal Exchange; Mr. R. Bradſhaw's Warehouſe behind the Royal Exchange; Mr. John Potter, Chymiſt, in Bartholomew Cloſe; Mr. William Evans, Bookſeller, in Briſtol; Mr. Hammond, Jun. Bookſeller, at York; Mr. Roe, Bookſeller, in Derby; Mr. Raikes, Printer, in Glouceſter; Mr. Dicey, Printer, in Northampton; Mr. Thomas Greenhill, Mercer, at Bath; Mr. Abree, Printer, at Canterbury; Mr. Hooper, an Apothecary, at Kidderminſter; Mrs. Trobridge, a Shopkeeper, in Exeter; Mr. Halifax, an Apothecary, at Stocking; Mrs. Unett, a Bookſeller, at Woolverhampton; and Mr. Bryan, a Printer, at Worceſter.

The Univerſal Family MEDICINE,
Still more and more fam'd, after upwards of 15 *Years Succeſs with the Publick,*

Is ſold by the Author's Appointment, by Mr. King, Printſeller, in the Poultry, near the Royal Exchange; by Mr. Morris, Toy-man, at the Sign of the Duke of Cumberland, in Cockbourn Alley, near Leiceſter Fields; by Mr. Thomas Prentice, Poſtmaſter of Bungey in Suffolk; and by Mr. Hildyard, Bookſeller in York; at 3 s. the Bottle Retail.

It is to be taken at any Seaſon of the Year, and is ſo very agreeable to Young and Old, that Children take it without Trouble, a few Drops being a Doſe, and ſo gentle, that it weakens not the moſt Aged: for it is a ſafe and effectual Alterative, to be taken in a leſs Doſe than where Purging is neceſſary; an Excellence inherent in this Medicine, which is a ſingular Property well known to the Learned, to be in ſome Cathartick Medicines.

It is in particular,

A Certain and infallible Cure for the SCURVY, tho' of the longeſt Standing, and attended with the moſt aggravated Circumſtances (a Diſtemper ſo common to Engliſh People, that not one in a thouſand is wholly exempt from it, and great Numbers are ſorely afflicted with it) being a cordial Elixir, peculiarly adapted to that Diſeaſe in all its Forms of appearing, from the ſlighteſt itching Humour in the Blood, to its utmoſt or laſt Efforts on human Nature.

For it is a true Specifick Cordial, that perfectly cures that Diſtemper by gentle Evacuation, by Stool and Urine, the only ſure and effectual Way perfectly to cure the Scurvy, &c. and prevent Relapſes (notwithſtanding what may be ſtreatn to the contrary) the Truth of which is witneſſed to daily, by the many Thouſands that have taken this Medicine. It ſo powerfully rectifies the Blood and Juices, that ſcrophulous Coſts are alſo ſpeedily cured by it; and all Spots, Blotches, Pimples, &c. on the Skin, are quickly and entirely taken off, the Patients made lively and brisk, many chronick Diſeaſes prevented, and a due State of Health ſecured.

It removes all Pain in the Stomach, helps Digeſtion, opens Obſtructions, and is peculiarly ſerviceable to Maids inclined to, or troubled with the Green Sickneſs. 'Tis the beſt Medicine in the World to deſtroy Worms in Children or grown People, and prevent their Return; for it ſcours away all thoſe ropy, viſcid Humours which breed them in their Bowels, and is ſo well adapted to all Conſtitutions, that it is deſervedly eſteemed both in City and Country, the moſt general Family Medicine that ever was known, to preſerve Health, and hinders no Buſineſs or Recreation.

Good Allowance is given Wholeſale by Mr. King for ready Money to Country Shopkeepers, &c. to ſell again. This Medicine will keep many Years in any Climate.

The Directions given with it are large and full.

LONDON: Printed for T. COOPER, at the *Globe* in *Pater-noſter Row.*